

AUTOMOTIVE
SECTION

GENERAL DRAKE SAYS TRUCK SOLVES H. C. OF L.

AUTOMOTIVE
SECTIONTRUCKS TO CARRY
AID TO EUROPEANS

"The business men of the United States have before them one of the greatest and gravest problems of the age—the herculean task of not only feeding and clothing at least one-half the population of Europe, but producing and transporting an endless variety of supplies, materials, and equipment necessary to build up the millions of acres of devastated and the thousands of destroyed towns," says G. A. Kissel, president of the Kissel Motor Car Company.

"In short, while in wartime production was the question of the day, in peace time distribution is the problem of the day—with the motor truck as the logical solution.

"Transportation delays must be eliminated—shipping efficiency must be increased—an endless chain must connect the source of demand with the source of supply.

"The truck that will give the owner the results he looks for and which is—well-balanced power transmission from motor to rear tires, good performance ability on levels and grades and a low fuel consumption—are the determining factors that have

What Drivers
Need to Know

Traffic rules.
How to use brakes.
Not to run the engine idle.
When to use horn or signal.
What to do when truck skids.
Proper use of throttle and spark.
How to operate in reverse speed.
That driving a truck is not a "job."
How to extricate a mired truck.
To make replacements on the road.
How to locate goods at piers and terminals.
Use of bills of lading, shipping receipts, etc.
To make minor repairs and adjustments to save labor.

always guided Kissel in producing motor trucks.

"Never before have dependability, adaptability, and economy of motor truck transportation become such a national business necessity as today. The unusual days ahead make it imperative for every business man, every manufacturing and industrial executive, to realize the vital importance of choosing adaptable trucks, trucks that are properly designed, constructed, and powered to meet his transportation demands."

TRUCKS TO HELP
CUT LIVING COST

By GEN. C. B. DRAKE.
(Motor Transport Corps.)

The District of Columbia, situated as it is in a valley and approached by good roads with easy grades, is in an exceedingly advantageous position for the use on a broad scale of motor transportation to bring the products of farm, garden, and orchard direct to the consumer of this city.

Rich farm lands, fully as rich as in any other part of the United States, wonderfully productive of an almost endless variety of vegetables, fruits, grains, and poultry, surround the District for some fifty or sixty miles. These products can be delivered to this city cheaper and quicker by motor transportation than by any other means. It would seem that here is a wonderful opportunity right at our very doors to start a business of supplying fresh country produce direct to consumers in this city. The market is here eager for the goods. The goods are to be obtained from the rich farms within easy reach. The opportunity awaits the man who will not only be opening up a virgin field that cannot fail to be well paying, but will also be helping to jolt a few props from under the structure of the high cost of living.

Direct to Consumer.

Fresh vegetables and other farm products subject to rapid deterioration can be more easily and safely transported by motor truck than by rail because they do not have to be handled as much, have less chance to become heated, and are delivered direct to the consumer.

Statistics show that per ton mile the cost by motor vehicle is less than by animal-drawn vehicle and much less than by rail, when deliveries to and from the railroad are taken into consideration. Further, motor vehicles cost less when not in operation than draft animals, as the only cost of the former in storage is for the slushing compounds necessary to prevent rust and corrosion, while the cost of maintenance of the animals remains almost the same, whether working or at rest.

The economic value of the motor vehicle will force its use upon the public without the public realizing the transformation; in fact, this economic value is already recognized by the Postoffice Department, which is establishing motor post routes in many sections.

Army to Aid Farmers.

The army through the motor transport corps will and the farmer through its advisory section in select-

Here's the Grand Marshal of Big
Motor Truck Parade Today

GEN. C. B. DRAKE,
Chief of the Motor Transport Corps of the army, and grand marshal of today's parade.

ing the type of truck best suited for his purpose. This does not mean that the corps will say what make of truck to use, but a study of the farmer's requirements will be made to see what type of truck is best suited to handle his particular product or products. Thus the corps will suggest that a one and one-half or two-ton truck is better suited to handle his work, when he had been considering a three-ton truck. Other things than just the cargo enter into the selection of a type, such as the topography of the section, the length of haul, etc.

KEY OPERATORS THREATEN
A. F. OF L. INTERVENTION

"If Burleson refuses to deal with us we will come up against the American Federation of Labor and then there will be trouble for fair."

This was the comment of one of the striking telegraph operators today, when informed that the Postmaster General had issued a statement to the effect that he would not only not interfere in the walkout but would advise companies not to re-employ the striking keymen.

Save first; spend afterward—Buy W. S. S.

TRUCK ASSOCIATION
FIGHTS CHASSIS TAX

With the object of securing a modification of the Treasury Department's tax ruling classifying a truck chassis as a part, and subjecting it to an extra 5 per cent levy, the recently organized Motor Truck Manufacturers' Association has a committee at work which is using every effort to have a reasonable interpretation put on the law.

It is pointed out that a big percentage of the truck output of all factories is sold in chassis form to enable owners to have bodies for special purposes designed and built to fit special hauling requirements.

The Motor Truck Manufacturers' Association, which is understood to be working independently of the National Automobile Chamber of Commerce, is organized as follows: President, B. F. Gramm, Gramm-Bernstein Truck Company, Lima, Ohio; first vice president, J. W. Stephenson, Indiana Truck Corporation, Marion, Ind.; second vice president, C. A. Tilt, "Diamond T." and secretary-treasurer, M. Cook, Service Truck Company, Wabash, Ind.

PRICE CUTTING WILL
WRECK TRUCK LINES

A great many motor transportation companies doing overland hauling, especially between some of the large Eastern cities, will either have to mend their ways or go out of business, says the Commercial Car Journal.

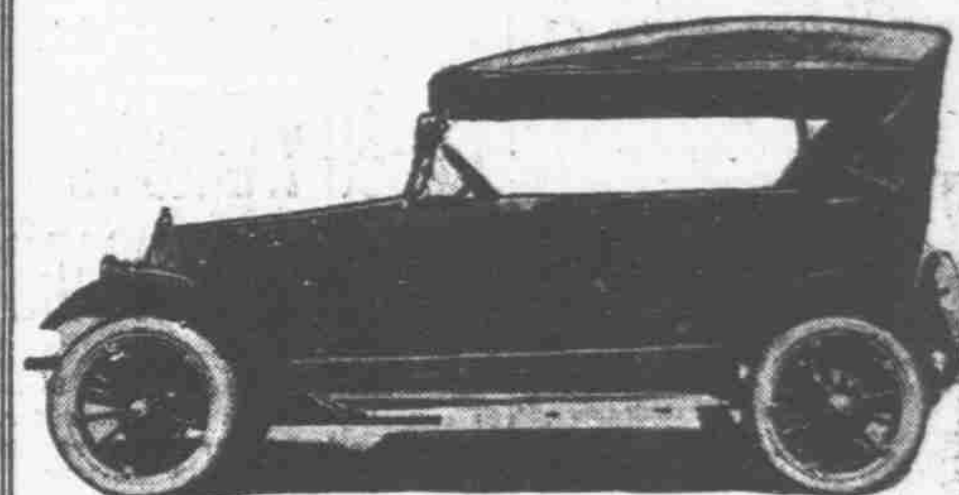
Incidentally, a number of such companies have failed within the past few months, not because business in motor truck hauling slackened temporarily, but mainly on account of price cutting. Although the return load idea is blamed partly for this, the real reason is that too many concerns are trying to do business over the same route, with the result that there is not enough business to keep all of them going.

Some of the smaller concerns started to cut rates, thinking that this would get them the business. It did, for a while. Then the larger companies began to cut prices, with the result that now some of these companies are attempting to haul at rates which are positively too low, considering the big overhead they carry. Probably this condition will be the means of quick stabilizing the overland hauling business, for the simple reason that the concerns persisting in price-cutting will not survive.

It would seem that, under these conditions, it would be well for these companies to get together and agree on a price which will produce a fair profit. The trouble with some of these concerns is that they are totally ignorant of the expenses and costs of doing business. What they should do is to figure out accurately what it costs them to do business, allow a fair profit, and then stick to their prices. In no other way can they hope to survive.

It would also be well for truck dealers to familiarize themselves with this field so that they will not aggravate the condition by selling prospects that intend operating over routes already crowded.

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